creative action

INSTITUTE

2017 ANNUAL REPORT

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From the Executive Director

"Full fathom five thy father lies,
Of his bones are coral made,
Those are pearls that were his eyes,
Nothing of him that doth fade,
But doth suffer a sea-change
Into something rich and strange."

- William Shakespeare, *The Tempest*

2017 was a year of sea-change, literally and figuratively.

In a figurative sense, individuals are taking a stand for social change, and it is transforming our world. Women in the US are challenging and changing the culture of impunity for sexual harassment and sexual violence. Farmers in El Salvador led the charge to ban mining in the Lempa River watershed. In Guatemala and El Salvador children and their advocates helped ban child marriage. Women have been playing a lead role in peacebuilding and post-conflict transformation, notably in Liberia and Rwanda; so this year the African Women Leaders Network was established to enhance women's leadership in Africa's governance, peace, and stability.

In a literal sense, our seas continue to rise as climate destabilization becomes a part of our day-to-day reality and global response remains fragmented. However, individuals are leading the way to make their communities more resilient to the effects of climate change and creating alternative models of sustainable natural resource management, fishing and farming to protect our biological and cultural diversity.

In this report we celebrate the courageous CAI-trained leaders who are creating sea-change. We are proud to be part of global efforts to achieve gender equality, ensure access to education and sexual and reproductive health services, clean water, and sustainable management of land and marine ecosystems.

We also celebrate you for your investment in these leaders. Thank you!

Clare

Clare Dowd
Executive Director

Our Mission. Our Model. Your Impact.

WE TRAIN LEADERS. . . TO CREATE CHANGE

Trainings and Clinics
+
Coaching Calls and Site Visits
+
Replicable creative advocacy projects

For cohorts of emerging and seasoned leaders around the globe

CAI-trained leaders harness creative leadership skills to replicate and adapt creative advocacy projects that reach thousands and create change.

Our Mission

Creative Action Institute works at the intersection of creativity and social change. We build the capacity of leaders and organizations for innovation, collaboration and resilience to advance conservation, health and human rights globally.

Our Model

Imagine for a minute that you have an idea that will change the world, but no one can hear you.

Maybe it's because you're uncomfortable speaking in public. Maybe it's because you're young or a woman or both and people aren't taking you seriously. Maybe it's because you haven't listened to them. Maybe it's because they think they've heard it all before. Maybe it's because they can't even imagine that your idea is possible. Maybe it's because words aren't always the best way to get someone to understand.

CAI equips cohorts of emerging and seasoned leaders with the personal leadership skills and creative tools to listen and be heard, analyze problems and identify inclusive solutions, and advocate for those solutions so they take root.

We do this through experiential trainings, on-going coaching calls and site visits, and replicable creative projects that bring leaders' advocacy to life.

Program Overview

CAI currently has two established annually recurring programs: Creative Environmental Leadership Program and East African Girls' Leadership (EAGL) Program. Both programs use original CAI-developed curriculum, regularly train new cohorts of seasoned and emerging leaders, and provide ongoing technical support through coaching calls and site visits. This year, CAI also implemented phase one of its Leadership, Empowerment, and Advocacy Program (LEAP). LEAP aims to build the creative capacity of organizations that are advancing gender equality and sexual and reproductive health and combatting gender-based violence. Phase one focused on skill-building clinics followed by community art projects and phase two will provide

intensive trainings for girls and mentors using CAI's creative leadership and advocacy curriculum. In addition to these programs, CAI completed a variety of contract and grant-funded curriculum development, training, and technical assistance projects around the world.

Your Impact

We maximize the impact of your investment through a multiplier model – that is to say, we invest in deeply building the capacity of a few hundred leaders, who reach thousands more each year by applying CAI skills and tools in a wide range of contexts, issues, groups, and communities. In 2017, CAI trained 587 leaders from 85 organizations through 32 trainings, clinics and community art projects and 43 coaching calls and site visits. These leaders, equipped with CAI skills and tools, reach over 323,400 people in their day to day work.

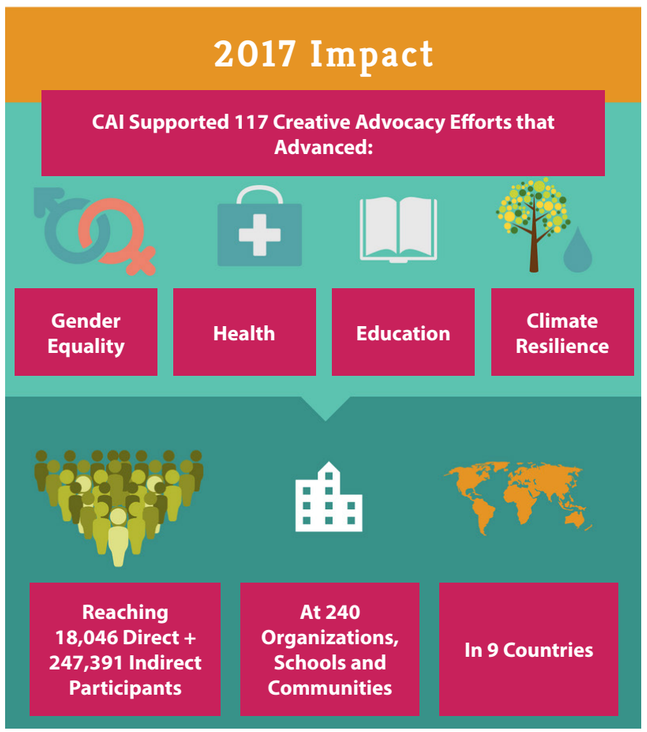
In addition, these incredible leaders leveraged their personal leadership skills and new creative tools to implement 117* creative advocacy projects that had direct participation of over 18,000 people and an estimated indirect reach of over 247,300 (e.g., community members watching a play about gender-based violence or seeing an art installation that conveys the impact of climate change in the town square) at 240 additional organizations, schools, and communities. This is the CAI's multiplier effect in action!

CAI's tools are versatile and adaptable, and leaders we train use them to advance solutions to global issues.

**This represents projects for which we have documentation.*

2017 Activities

2017 Impact



Strategic Focus Community Resilience and Conservation

{ Creative Environmental Leadership Program }

CAI's **Creative Environmental Leadership Program** is a four module leadership program that consists of training and ongoing-technical support for environmental educators and leaders. The training program includes four three-day modules in Creative Leadership, Creative Facilitation, Creative Collaboration and Creative Systems Change. The curriculum is grounded in experiential, arts-based techniques and an integral approach to human development. Participants deepen their own creativity and leadership capacity, while acquiring a pedagogical toolkit to educate and mobilize their constituencies, boosting overall effectiveness in the advancement of their missions. This program is currently working with three cohorts of educators and leaders, one each in Ghana, Cameroon, and Central America.

Program Activities

16 Trainings, Clinics, and Community Art Projects

32 Coaching Calls and Visits

393 Participants

At **52** Organizations

In **5** Countries

Creating Change

83 Creative Advocacy Projects

Reaching **253,306** People

At **169** Additional Schools, Organizations, and Communities

Impact Highlights

6 CLEAN WATER AND SANITATION

6% of creative advocacy projects implemented by CAI-trained leaders supported Sustainable Development Goal 6: Ensure availability and sustainable management of water and sanitation for all.

A Rocha Ghana, Ghana

A Rocha Ghana is an environmental organization that provides practical conservation interventions aimed at contributing to the sustainable management of important ecological habitats, and initiating programs that enable communities to adapt to current trends in climate change and other environmental threats. Like other CAI partners, A Rocha Ghana has embraced CAI tools to advocate for environmental change.

Lake Bosumtwe is a 6.5 mile diameter crater lake in south-central Ghana. A Rocha Ghana has been working to support livelihoods and conservation in the Lake Bosomtwe region since 2012. This year, A Rocha Ghana implemented a project to engender youth action for the sustainable management of Lake Bosumtwe and its catchment, using drama and indigenous music to drive positive social change. While there are long-standing cultural taboos against defecating and dumping waste in the lake, these actions have become more common practice. 130 students at five schools created theater dramas highlighting the health and environmental impacts of poor sanitation practices. A Rocha's Communications Officer Daniel Kweitsu Obloni notes, "Community members related to the key messages portrayed in the drama, which resulted in the community chiefs and people renewing their commitment to the valuable community traditions that ensured sustainable management of the lake in the past. There has been a significant improvement in the general sanitation around the lake. Community members now properly dispose of their waste materials into waste bins around the lake." The project has also increased energy and enthusiasm among the students to protect the lake.

Daniel also applied Art Codes to communicate important information about their campaign to save the Atewa Forest and Accra's water supply from bauxite mining. He made a short animated video to show the problem. The video increased their social media followers by 2,000 and brought increased signatures on their petition and put pressure on the Water Resource Commission and the Ministry of Land and Natural Resources to support their campaign. They also collaborated in the production of a popular music video with talented Ghanaian artists, which has had over 29,000 views. Because of the public outcry, in part because of A Rocha's creative media advocacy, the government has put the mining project on hold, in order to listen to the perspectives of different stakeholders.

Scan here to view A Rocha Ghana's animated video to stop bauxite mining.

Scan here to view the music video advocating to protect Atewa Forest.

The Greens, Cameroon

The Greens is an environ-agricultural and health organization that connects, inspires and collaborates with young change-makers to build a better world. Franklin Ngalim is the Founder and President of The Greens and is part of CAI's Creative Environmental Leaders cohort in Cameroon. Participating in the CAI leadership trainings have changed everything for Franklin. He recognized the power of art and creativity to develop leadership and mobilize change and has incorporated CAI arts-based methods and approaches into all of his program work. This year, The Greens worked with 15 schools to develop environmental clubs and infused the club activities with the arts. Through the clubs, over 200 poems and 8 songs about climate change, littering, water, sanitation, natural medicine and hygiene have been developed by the students and broadcast to 15,000 listeners via The Greens radio show (above). Franklin reports that there is increased awareness about these issues and a shift in behaviors among students. Franklin notes, "There is a shared commitment and identity as environmental stewards and creative leaders."

17% of creative advocacy projects implemented by CAI-trained leaders supported Sustainable Development Goal 15: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.

Ahado Youth Environmental Club, Ghana

Ahado Youth Environmental Club provided youth leadership trainings in five schools using CAI tools which has resulted in increased critical thinking, analysis and commitment as young leaders and environmental stewards. Ahado Youth Environmental Club used of the Council of All Beings, a creative process used in CAI trainings that invites participants to embody and empathize with a non-human species, and engaged over 5,000 people at a community event about the near extinction of native tree species and the negative health and environmental impacts. Ahado Youth Environmental Club's Executive Director, Phidelia Kokoroko reports, "The communities we worked with are now planting seeds of the native tree species and adhering strictly to traditions and community by-laws that restrict and control the use of the natural resources. Because of the interactive nature of the trainings and events, community mobilization has now become easy, which will lead to increased collective participation in future programs."

Nature Care Cameroon

Nature Care Cameroon was working with a community where the farmers were grazing their livestock in the community forest, which was destroying newly planted trees. Nature Care Cameroon tried many times to address the problem with no success. After the training, they hosted a community forum and used the Problem Tree/Solution Tree, a visual problem analysis tool taught in CAI trainings, to collectively analyze the problem. They discovered that the farmers were deliberately destroying the trees because they had felt sidelined and excluded from the forest management committee. The CAI process allowed Nature Care Cameroon to open up dialogue, hear the farmers' concerns, rebuild trust and develop a sense of collective ownership of the problem. Now, after the training using CAI tools and facilitation skills, the farmers have become leading members of the forest management committee and actively participate in forest conservation activities such as tree planting and monitoring.

Ya'axche Conservation Trust, Belize

The Toledo District in southern Belize is a place where people and jaguars live together in close proximity in a quickly evolving landscape. As an apex predator, jaguars are important to the local ecosystem as well as a draw for tourism. However, with jaguar attacks on dogs and livestock, the interests of jaguars and humans do not always align. Ya'axche Conservation Trust works to increase local knowledge about jaguars and how to mitigate the human-jaguar conflict. With CAI's guidance, Ya'axche staff Julio Chub and Marchilio Ack worked with 184 students in three schools to educate and build empathy and appreciation for the jaguar. Students created colorful jaguar masks (above) and considered what it was like to be a jaguar and what they would want jaguars to know about humans. In combination with Ya'axche's work with farmers, there is hope that the jaguar will thrive and not become an endangered species. Since then, Ya'axche has continued using these clinics in additional communities to raise awareness about the human-jaguar conflict, build appreciation for the jaguar's role in the ecosystem and shift behaviors.

East African Girls' Leadership Summit and Mentor Program

The East African Girls' Leadership Summit and Mentor Program is comprised of a network of empowered girl leaders, guided by skilled mentors and teachers, working together through creative leadership and advocacy efforts to achieve gender equality throughout Kenya, Tanzania, Rwanda and Uganda. This program consists of an annual leadership summit for low-income, high-potential girls and mentorship and creative facilitation trainings for motivated young women teachers and community-based organization leaders who want to be mentors and advocates for girls.

Program Activities

4 Trainings, Clinics, and Community Art Projects

11 Coaching Calls and Visits

72 Participants

At **16** Organizations

In **4** Countries

Creating Change

35 Creative Advocacy Projects

Reaching **12,131** People

At **71** Additional Schools, Organizations, and Communities

Impact Highlights

5 GENDER EQUALITY

97% of creative advocacy projects implemented by mentors and girls in the EAGL Program focused on Sustainable Development Goal 5: Advancing gender equality and empowering all women and girls.

Specifically the actions focused on one or more of the following:

- Ending all forms of discrimination against all women and girls everywhere
- Eliminating all forms of violence against women and girls
- Eliminating all harmful practices, such as child, early and forced marriage and female genital mutilation
- Ensuring women's full and effective particpation and equal opportunities for leadership at all levels of decision-making
- Ensuring universal access to sexual and reproductive health and reproductive rights

Malkia Foundation, Kenya

The Malkia Foundation works in Vihiga, in western Kenya, to empower women and girls through education and skills for economic development. Girls from the Malkia Foundation created a skit that illustrated the challenges girls face in accessing education, particularly the common practice of coercing girls to exchange sex for school fees. They performed the skit at a baraza or community meeting. More than 120 local school administrators, teachers, parents, community development officials, and the chief attended and expressed their commitment to respect the needs of their female students and more effectively address gender-based violence.

Komera, Rwanda

Komera builds self-confident young women through education, community and sport. Girls and mentors at Komera implemented large-scale creative actions over two days that focused on stopping gender-based violence. During the campaign, girls at Komera used theater skits to illustrate how violence exists in families and other domestic relationships. They engaged 230 girls and young women to participate in "Break the Chain," a dance that is part of a global movement to stop gender-based violence. The girls also used Malala's "Words on Fire" poem to create their own powerful poetry advocating against all forms of violence against girls and women and shared their poems publicly (below). District leaders, police members, church congregations, neighboring villages and local primary and secondary schools, were among the 5,000 people participating.

4 QUALITY EDUCATION

Many of the creative advocacy projects that focused on gender equality also focused on Sustainable Development Goal 4: Providing inclusive and equitable quality education for all. Specifically, actions focused on eliminating gender disparities in education and ensuring equal access to all levels of education.

SEGA Girls School, Tanzania
SEGA Girls School is a secondary school for bright, motivated Tanzanian girls who otherwise are uanble to attend school due to extreme poverty. Girls and mentors at SEGA School for Girls invited parents and community members to the school and used theater skits, songs, dances, and poetry to engage the community and advocate for the importance of girls' education, leadership, and gender equality (above). 400 community members engaged in the process and were made more aware of these critical issues.

Girls to Lead Africa, Uganda
Girls to Lead Africa (GTLA) nurtures the next generation of leaders, equipping girls to take leadership at the school, community, and national levels. Using tools gained through the EAGL Program, girls and mentors at GTLA engaged other GTLA students and worked in five teams to develop skits that focused on the important leadership role girls and women play in society. The skits were performed in churches and community centers and audience members were asked to make a pledge to send their daughters to school. Those who made pledges received stickers with photos of various Ugandan women leaders and stating their commitment to gender equity in education.

Loima Girls' Secondary School, Kenya
Supported by their mentor Sharon, girls from the Loima Girls' Secondary School in northern Kenya initiated a girls' club with 85 members. They designed a campaign they called "Take the Girls to School" and created a skit on the important impact a girl's education has for her and her family. They went door to door performing the skit and engaging in dialogue with families (next page). This resulted in commitments to send girls to school as well as increased enrollment. Read on for more about Sharon's leadership journey and work.

"I would come to realize that the beads meant they were reserved for marriage, some of them only nine years old, and would be married within the next few years."

Sharon is a teacher who, with CAI's training and coaching, has become an advocate for girls' education. And she is changing girls' lives.

Sharon (above center) works in Turkana County. It is one of Kenya's most arid regions and is plagued by perennial drought, famine, chronic poverty and high levels of illiteracy. In her eight kilometer walk to and from school each day, Sharon would talk to girls she met along the road. "They would be carrying their brothers and sisters on their backs, and beautifully colored beads adorned their necks. I would come to realize that the beads meant they were reserved for marriage, some of them only nine years old, and would be married within the next few years." With increasingly prolonged dry seasons as a result of climate change, parents are more frequently turning to early marriage to ease their economic situation.

Through CAI's trainings and coaching in 2017, Sharon was equipped with creative leadership skills and advocacy tools which she has used to establish girls' clubs at four different schools, replicate a girls' leadership summit at her school, lead community forums on girls' rights, identify allies, and guide her students' campaigns for education. These efforts have resulted in more girls enrolling in school instead of being married off, improved academic performance, and 83% decrease in teen pregnancies at her school.

We can't wait to see all the ways Sharon will create change in 2018!

Strategic Focus Gender, Health and Equity

Leadership, Empowerment, and Advocacy Program

Phase one of CAI's **Leadership, Empowerment, and Advocacy Program (LEAP)** includes a series of skills-clinics based on CAI curriculum paired with partner-imagined and CAI-guided community art projects that allow leaders to envision and experience how art for social change can transform their initiatives to advance gender equality and sexual and reproductive health and combat gender-based violence. Phase one of this program included six Guatemalan women's rights and SRH organizations. Phase two will include CAI's creative leadership and advocacy trainings for girls and mentors.

Program Activities

10
Skills-building Clinics and Community Art Projects

82 Participants

At **6** Organizations

In **1** Country

Creating Change

Reaching **880** People

In **6** Communities

Impact Highlights

3 GOOD HEALTH AND WELL-BEING

5 GENDER EQUALITY

While we will be circling back this year to find out more about the impact of how leaders have applied and incorporated CAI skills, we anticipate their creative advocacy efforts will have an impact on Sustainable Development Goals 3 and 5. Specifically LEAP participants will be incorporating CAI tools into their work in order to:

- **Ensure universal access to sexual and reproductive health-care services, including for family planning, information and education**
- **End all forms of discrimination against all women and girls everywhere**
- **Eliminate all forms for violence against all women and girls**
- **Eliminate all harmful practices, such as child, early and forced marriage**

Colectivo Joven and Tula Salud
Jalapa, Guatemala

Colectivo Joven is a youth development organization that provides sexual and reproductive health education, advances gender equality and children's rights. TulaSalud works to increase access to reproductive health services in rural and neglected areas. Both organizations work in Jalapa, Guatemala and came together for an introductory skill-building clinic. They also participated in the co-creation of two projects that celebrated a new law in Guatemala that prevents child marriage. Participating girls created a mural at Colectivo Joven that draws attention to the role youth play in making a vibrant community (left). They also did a public art installation, tying ribbons to a tree in the town square (below) that expressed their hope for themselves or their community. Tracie Saravia, Executive Director of Colectivo Joven noted, "CAI's activities strengthened the group's knowledge of human rights and we now have other tools and alternatives to convey the message of prevention of violence and the promotion of human rights through the use of the arts."

FUNDAECO
Izabal, Guatemala
FUNDAECO is a holistic sustainable development organization that focuses on environmental conservation, economic empowerment, as well as empowering women and girls. FUNDAECO has participated in our Creative Environmental Leadership Program, and was eager to explore how to apply the tools to its work in gender equality and sexual and reproductive health.

During five days, FUNDAECO participated in skill-building clinics and the development of two creative advocacy projects. The first was a Giant Story Book (above) that focused on stopping gender-based violence and encouraging women to break the silence about their experiences. The second project was a mural for International Day of the Girl. During the final day, FUNDAECO's staff presented the book and the mural to 50 students. The giant story book will be traveling around the different branches of FUNDAECO. In addition, FUNDAECO has replicated both the mural and giant story book activity with students in Sarstoon, another region of Guatemala where FUNDECO works.

GoJoven
Chimaltenango, Guatemala
GoJoven is a youth-led, youth development organizations that creates positive change in adolescent sexual and reproductive health. Introduced to a range of CAI tools in a short amount of time, GoJoven staff and volunteers were very motivated and could see the broad applications for their work. The group had a lot of energy around Art Codes, a process by which a group presents an issue through any form of art and then facilitates conversation about what the audience sees and possible solutions to it. The group developed a theater skit about maternal mortality, a radio drama about gender discrimination (left), and adapted a popular song to highlight the impact of sexual violence. Ana Lourdes Tojin, Executive Director of GoJoven envisions using CAI tools in their work: "I think that these techniques that we learned will allow us to work using more creativity and art. CAI has a methodology that will allow us to work with more groups of young people because it is very adaptable. For us as a group and organization it was very important to participate in this process."

2017 Program Partners

We are grateful to all of our partners around the globe, who are championing gender equality, health, climate resilience, and human rights and who have embraced creativity to make their work more effective.

A Rocha Ghana
Accelerated Rural Development Organization
AfricAid
Agrointroductions Ghana
Ahado Youth Environmental Club
Ahote
Aires
Alcaldía de San Rafel del Norte
Ammudis
AMPLIFY
Asociacion Maya Pro Bienestar Rural del Area Sarstun (APRO-SARSTUN)
Asociación Movimiento de Jóvenes de la Isla de Ometepe (AMOJO)
Asociación Tanuxil
BATLife
Big Falls School
Blue Ventures
Borda
Bowney
Ceiba
Centre for Indigenous Knowledge and Organizational Development (CIKOD)
Centre for Sustainable Rural Agriculture and Development (CSRAD)
Chalbi Scholars
Colectivo Joven
Conservation Alliance
Conservation Foundation
Cornerstone Development Africa
Counterpart International
County Government of Marsabit
Cultural Survival
Disability Rights Fund
EcoLogic
Educare
EgoMonk
El Porvenir
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Ghana Water Resources Commission
Girls to Lead Africa (GTLA)
Global Wildlife
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Herp Conservation Ghana
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Komera
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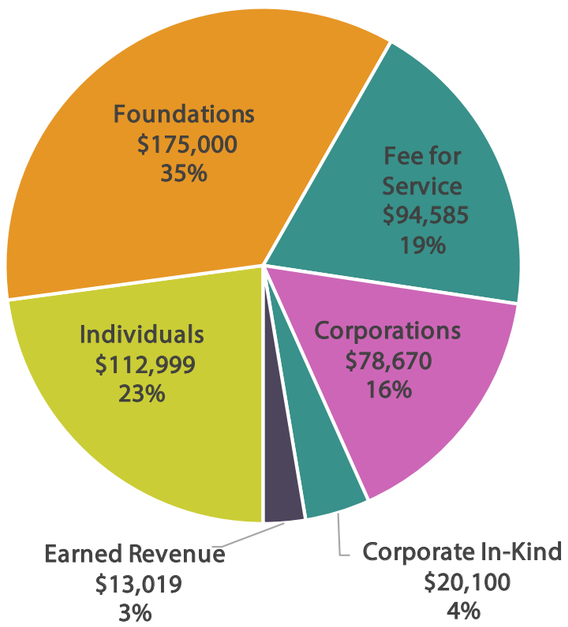
Let Girls Lead
Loima Girls Secondary School
Malkia Foundation
Melton Foundation
Milmatatu Girls Secondary School
My Mental Matters
Ngeruka Initiative
Northern Kenya Fund
Nurturing Minds
Nyakabungo Girls Secondary School
Oxlajuj Ajpop
Pan-African Organisation for Research and Protection of Violence on Women and Children (PAORP-VWC)
Paso Pacifico
Punta Gorda Methodist Primary School
Recycle Up
Red de Comités de Agua Potable y Sanemiento (Red CAPS)
Sarteneja Fishermen's Association
Sartenja Alliance for Conservation and Development (SACD)
Sartenja Community Library
Sega Girls Secondary School
SesaMu
Silver Creek School
Simli AiD
Suni Comité de Agua Potable y Sanemiento (CAPS)
TechEra
The Action Foundation
The Kilgoris Project
Toledo Institute for Development and Environment (TIDE)
Transform Ghana
TulaSalud
Universidad Centroamericana (UCA)
Water for People
WaterAid
Wildtracks
Wiser Girls Secondary School
Women's Justice Iniciative
Ya'axche Conservation Trust
Young Women Empowered (Y-WE)

2017 Financials

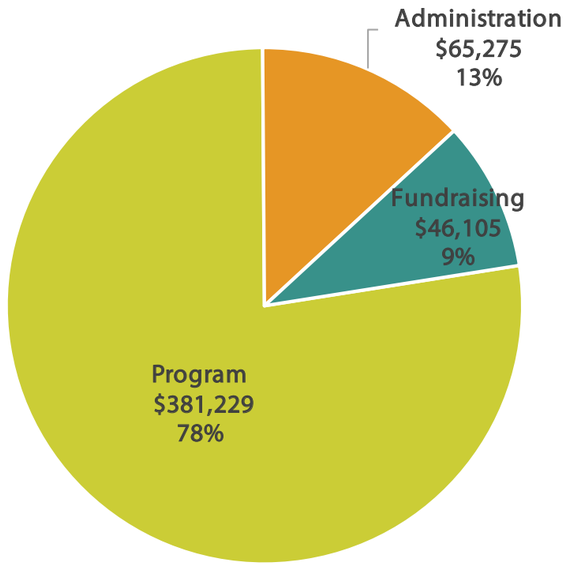
2017 Income (Forecasted)

Total Income: $494,374

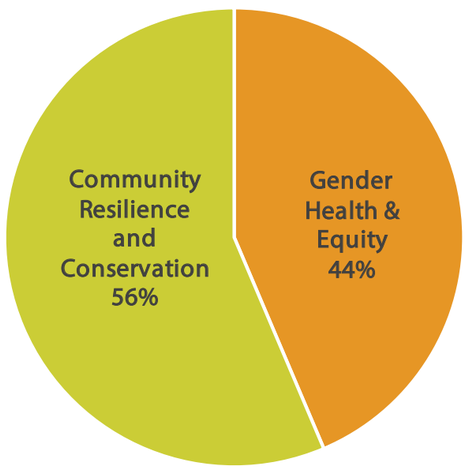


2017 Expenses (Forecasted)

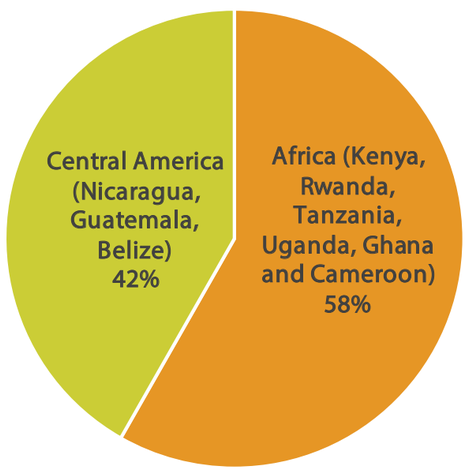
Total Expenses: $492,609



Investment by Strategic Focus



Investment by Geography



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This inspiring work wouldn't happen without the support of individual, foundation, and corporate partners. Thank you for investing in this work!

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New England BioLabs

Cell Signaling Technology

The Hamilton Group
A Knowledge Of Wealth

Gentle Giant Moving Company

Zuckenheimer
Nourishing Inspiration

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